

DESTINATION 2040					
Vital Question 1					
Greatest Asset					
Human Needs	Comments	Frequency	Youth	Web	
quality of life					
	right size	51	2	1	
	good place to raise a family	12	1	1	
	low cost of living	5		4	
	great people	75	6	10	
	rural feel of the community	10		4	
	rural-urban mix	44	5	7	
	safe feeling	25	2	7	
	high standard of living	2			
	great neighborhoods	11	1	2	
	liveability	14	3	2	
	good healthcare	10		1	
	affordable housing	1			
	community spirit	24			
	libraries	1			
	housing authority			1	
	easy to get around	2	1		
	sports			4	
location					
	general	25		5	
	close to interstates	8			
	close to large cities	2			
education					
	access to higher education	32	2	2	
	University of Kentucky	42	7	21	
	Transy	5		2	
	educated population	4	1	5	
	support for youth	1			
	excellent schools	7		2	

DESTINATION 2040				
Vital Question 1				
Greatest Asset				
	Comments	Frequency	Youth	Web
activities	small town feel with a variety of activities	59	5	
	parks and recreation	3	5	1
	variety of activities	12		2
	Keeneland	16	16	1
	Horse Park	5	6	1
	UK sports	5	7	4
	downtown	8	31	
	the Mall		11	
	Hamburg		2	
	Rupp Arena		13	
	Applebee's Park		1	
	Roots and Heritage		6	
diversity	accommodates many different lifestyles	10	3	
	diversity of opportunities	3		
	all voices get heard	1	2	
	diversity of population	15	13	5
history	general	13	2	1
	historic structures	6	3	8
	tobacco		3	
other	churches	1		
	organizations	1		
	structure of government	1		
	the Bluegrass mystique	1		
	our brain trust	1		
	medical center	3		
	farmers' market	4		

DESTINATION 2040					
Vital Question 1	Greatest Asset	Comments	Frequency	Youth	Web
		smoking ban	3		
		recycling		1	
		Big Blue building			6
Physical Growth					
	rural landscape	horse farms	76	41	24
		farm land	21	14	2
		green space	27	2	8
		the Urban Services Boundary	2		
		natural surroundings	34	1	12
		scenic beauty	72	1	5
	transportation	bus system	2	3	
		LexTran and WHEELS	2		
		airport	3		1
		new circle road			
Economic Expansion					
		equine industry	37	25	11
		plenty of capital	1		
		educated workforce	4		2
		quality businesses	5	1	
		diversity of industries	6		
		low property taxes	1		
		job opportunities	13	8	
Cultural Creativity					
		vibrant arts and cultural scene	16		4
		community newspapers	1		
		architecture	1		
		Fund for the Arts	1		

DESTINATION 2040						
Vital Question 2	Weakness	Comments	Frequency	youth	web	
Human Needs						
quality of life						
divisiveness			41	5	2	
lack of understanding of cultural diversity			18	4	5	
divisions between downtown and suburbs			8	1	1	
physical and social disconnect			2		2	
close-mindedness			14	1	4	
adequate health care			1		1	
drug problems			1	5	1	
litter			3	1	3	
lack of safety			7	4	4	
homelessness			2		4	
homeless shelters				2		
lack of communication			7	1		
gangs				4		
racism				4		
crime			1	17		
education						
need to improve public education			13	3	1	
inequality of schools			3		1	
better collaboration with UK			3	1		
better arts education			2			
activities						
lack of family friendly activities			11	2		
lack of teen activities			4	69		
lack of activities			24	17	6	
lack of urban nightlife				3		
equity						
lack of affordable housing downtown			1			

DESTINATION 2040						
		Comments	Frequency	youth	web	
Vital Question 2						
Weakness						
		lack of affordable housing	7			
		lack of equal access to services	11		1	
		lack of diversity in leadership	10		6	
		treating people fairly		6		
		inequitable distribution of wealth	1			
	other					
		lack of cooperation between LFUCG and other agencies	1		1	
		illegal immigrants	3		3	
		better mental health services	1			
		more and stronger neighborhood associations	1			
		the lottery	1			
		a more functional tax system	1			
		tobacco	1			
		involvement of young people	1			
		lack of leadership	4			
Physical Growth		government leadership	3			
		lack of trust in government	1			
		lack of political awareness		4		
	transportation					
		airport too small	4	1	1	
		lack of direct flights	1			
		poorly planned roads	28	12	9	
		not enough bike/walk trails/lanes	16		//	
		traffic congestion	54	6	5	
		no late service for buses	1			
		lack of public transportation options	41	6	7	
		needed street repairs	4	1		
		lack of accessible transportation	2			
		lack of adequate parking	2			
	infrastructure					

DESTINATION 2040						
Vital Question 2	Weakness	Comments	Frequency	youth	web	
	general		11		3	
	sewer systems		4			
	inadequate funding for infrastructure		6		2	
	above-ground power lines		1		1	
	water supply		3	1		
	no city-owned utilities		2			
	development	uncoordinated growth	29	3	12	
		urban/suburban sprawl	26	9		
		poor quality, too rapid development	28	4	8	
		not enough focus on community development	1			
		struggle over growth issues	7			
		over-regulation	2			
		not enough growth	5	2	2	
		tacky subdivisions	4			
		neighborhood decay	5	7	2	
		need more greenspace	3	3		
		lack of definition of city entrance	1			
		lack of connection between city downtown and suburbs	1			
	planning	lack of connection between rural and urban	1			
		loss of downtown as the center of the city	10	5	7	
		Hamburg	1			
		lack of parking downtown	1		1	
		overdevelopment of downtown			1	
		lack of waterways			1	
		lack of regional planning	7			
		lack of original ideas	6		2	
		lack of plans to preserve urban-rural mix	26		1	
		lack of unified vision	44	3	5	

DESTINATION 2040						
Vital Question 2						
Weakness		Comments	Frequency	youth	web	
		lack of input from citizens	13	2	4	
		lack of follow-through on plans	6			
	other	the Mayor's office	1			
Economic Expansion		burdensome bureaucracy	1			
	job opportunities	don't retain bright young graduates	11		2	
		too few large companies	7	1		
		too few corporate HQs	1			
		too few young business professionals	3		1	
		too few career opportunities	11	1		
		greater employment opportunities for people with disabilities	2			
		lack of support for small companies	2	1		
		lack of casinos		1		
		lack of jobs		6		
	other	poor marketing strategy	1			
		no outstanding natural feature	1			
		needs to be a destination for tourism	1	2		
		over-reliance on inherited wealth	1			
		too many chains	1			
Cultural Creativity						
		lack of cultural activities	21	1	6	
		lack of vibrant downtown	32	4	12	
		lack of dialogue among arts organizations	1			
		lack of major performing facilities	2			

DESTINATION 2040					
Vital Question 3	Opportunity	Comments	Frequency	Youth	Web
Human Needs					
	youth				
	teenagers and young people		41	11	5
	education for our youth		9	2	
	entertainment opportunities for 16-20 year olds		3	1	1
	activities				
	increased entertainment opportunities		18	5	2
	outdoor opportunities for recreation		12	4	2
	improved green space use		2	1	
	community organization to support healthy lifestyles		1		
	under-used park land		3	1	3
	accessible parks and recreational activities		1		1
	Horse Park		1		1
	public on-line forums				1
	World Equestrian Games			3	1
	Rupp Arena				1
	Legends baseball		1		
	professional sports team		2		
	YMCA				1
	people				
	general		20	4	
	our base of volunteers		8		2
	retirement community		5		2
	people who move here		2		
	creative people		13	1	1
	disabled people		2		
	diversity		11	3	1
	ex-offenders		1		
	minority population		6		
	neighborhood associations		1		1

DESTINATION 2040					
Vital Question 3					
Opportunity		Comments	Frequency	Youth	Web
		immigrants	2		
	education	general	16	13	6
		service learning from local universities	1		
		university faculty expertise	3		
		UK	29	6	4
		Transy	2	1	2
		BCTC	6		
		more joint partnerships and projects with higher ed	22		3
		Cooperative Extension	1	1	
		non-traditional education opportunities	3	1	
		culture studies			3
	other	location at junction of I-64 and I-75	3		1
		affordable housing	4	1	
		Independence Place	1		
		another newspaper	1		
		own the water supply	1		
Physical Growth					
	development	downtown revitalization	71	21	13
		unused land	8	6	
		smart growth	11	1	3
		green growth	9	1	2
		infill and redevelopment	24	2	8
		stabilize existing neighborhoods	7	1	2
		require mixed value housing in all subdivisions	1		
		beautify the entrances to our city	1		
		become a national model "green" community	9		2
		preserve natural vistas	6	1	1

DESTINATION 2040					
Vital Question 3		Comments	Frequency	Youth	Web
Opportunity		connect downtown and UK	4		3
		preserve historic buildings	2		
	transportation	full-service public transportation	7	1	5
		bike/walk trails/lanes	11	/	8
		rail line from Louisville to Lexington	1		
		urban and suburban corridors	2		
		rail lines along Nicholasville Road and Old Frankfort Pike	1		
		improved traffic flow	2	2	
		airport	7		1
		close some downtown streets	1		
	planning	regional planning	7		
		build on present assets	16		1
		coordinated vision	15	1	2
		more opportunities for community input on issues	15		
		utilize the river under Vine Street	1	3	3
		planned growth	1		
Economic Expansion		space for industry	1		
		new retail business	2	2	
		support horse industry	5	1	2
		attract high-tech industry	4		3
		retain young people	20		7
		more good job opportunities	9	7	
		support entrepreneurial activities	4	1	2
		build on our intellectual assets	4		
		local food systems	2		
		universities to train a skilled workforce	3		
		marketing ourselves	1		

DESTINATION 2040					
Vital Question 3					
Opportunity					
	Comments			Frequency	Youth
					Web
	health-care			7	1
	2010 games			4	
	a cohesive medical community			1	
	active participation by part-time, wealthy residents			1	
	our central location				1
	sustainable businesses			3	1
	clean industries			2	
	less government regulation			1	
	permanent farmer's market			2	
	tourism				
	increased emphasis on tourism			12	4
	agri-tourism			2	3
	recreational tourism			1	1
	Cultural Creativity				
	public art			2	1
	arts community			21	7
	theater scene			3	
	entertainment district			2	
	cultural activities			1	3
	gallery hop				1
	Thursday Night Live				2

DESTINATION 2040					
Vital Question 4					
Challenge		Comments	Frequency	Youth	Web
Human Needs					
	quality of life				
		stereotype of Kentucians as uneducated	1		
		lack of imagination	5	1	2
		declining moral values	1		
		loss of the family unit	1		1
		resistance to change	17	1	2
		trash	1	3	1
		healthcare	3		1
		homelessness	1		1
		crime	8	30	
		gangs	8	12	
		drugs	3	7	
	education				
		better use of education dollars	3	3	1
		better preparation for our youth	15	8	4
		under-educated population	4	1	2
		high cost	1		
		frequent redistricting	1		
	equity				
		favorable treatment of immigrants	3	2	3
		ensuring that everyone is productive and contributes	20	6	
		balancing the needs of disparate groups	12	2	
		financial divide	3		1
		old-boy network	7		3
		racial equality	9	12	
		residential integration	1		
		equity of services	2	1	1
		affordable housing	17	2	2
		more social services	4	3	

DESTINATION 2040						
Vital Question 4	Challenge	Comments	Frequency	Youth	Web	
		divisions in the community	10	6	1	
		equality in schools	5		1	
		illegal immigrants		2		
	activities					
		more entertainment choices	4	3		
		better parks	2		1	
		more tourist attractions		3		
	other					
		better meetings	1			
		ignorance	1			
		growth of government	1			
		complacency	2			
		opportunities for ex-offenders	1			
		wise use of funds	2		1	
		immigrants	1		3	
		illegal immigrants	2		5	
		people in leadership	3			
		liberal socialism		1		
Physical Growth						
	infrastructure					
		general	30	6	11	
		sewer problems	15	5	4	
		water supply	11	1		
		better phone service	1			
	transportation					
		traffic congestion	60	4	11	
		public transportation	25	/	6	
		airport too small	1			
		poor road system	6	10	3	
		lack of adequate parking	3			

DESTINATION 2040						
Vital Question 4						
Challenge		Comments	Frequency	Youth	Web	
rural landscape		preserve greenspace	19	2	2	
		protect natural resources	2	2	3	
		preserving farm land	10	2	1	
development		revitalization of downtown	25		7	
		staying vital while not growing in size	4	1		
		controlling development	35	14	12	
		controlling the pace of growth	31	6	6	
		achieving appropriate growth	86	6	8	
		smart growth	15		1	
		becoming too commercialized	2			
		infill and redevelopment	16	1	4	
		overpopulation	1	1		
		sustainable development	8		1	
		merging Utk with downtown	3			
		realizing that growth is good	1			
planning		working together on a unified vision	42	5	6	
		preparing for 2010 games	3			
		regional planning	5			
		follow-up and implementation	8			
other		reduce taxes	3		2	
		paying for our vision	6	2	1	
Economic Expansion		retain young professionals	4			
		maintaining the equine industry	1			
		maintain a balanced economy	13		3	
		support existing businesses	2			

DESTINATION 2040						
Vital Question 4	Challenge	Comments	Frequency	Youth	Web	
		attracting entrepreneurial companies	3		3	
		old malls	1			
		limited financial resources	11	2		
		declining economy	4			
		too few job opportunities	10	15	1	
		taxes	1			
		local integrated food economy	1			
		community support for the arts	2			

DESTINATION 2040					
Vital Question 5					
Legacy/History		Comments	Frequency	Youth	Web
Human Needs					
	quality of life				
		safe and healthy place for everyone	11	1	2
		great people	21		7
		great place for families	2		1
		Athens of the West	14	/	
		rural-urban mix	13	2	1
		small-town friendliness	7		6
		forward thinking and inclusive	3		3
		good place to retire	1		
		mix of North and locals	1		
		lung cancer and heart disease	1		
		neighborhoods		1	1
		farmers' market			1
		churches	1		
		shopping	3		
		a progressive community	3		
		Southern hospitality	1		
	education				
		University of Kentucky	55	10	5
		higher ed	5		
		well-educated community	3		1
		KET	2		
		Transy	4		1
	other				
		adequate water supply	1		
		basketball	94	32	12
		horse racing	24	/	
		Keeneland	53	17	7
		Kentucky Horse Park	6	6	1

DESTINATION 2040					
Vital Question 5					
Legacy/History	Comments	Frequency	Youth	Web	
	Mary Todd Lincoln House	1			
	McConnell Springs	1			
	Lyric Theater	1			
	Roots and Heritage	1	2		
	Henry Clay Estate		1		
Physical Growth					
	rural landscape				
	horses	120	82	27	
	agricultural roots	7			
	horse capital of the world	41	4		
	horse farms	135	10	27	
	farm land	19	1	2	
	stone fences	2		2	
	horse park	2			
	love of the land	2			
	Urban Services Boundary	3			
	natural environment	7	1	3	
	scenic beauty	15	2	2	
Economic Expansion					
	equine industry	94	16	26	
	bourbon	12		6	
	hub for Eastern Kentucky	1			
	peanut butter factory		1		
Cultural Creativity					
	history				
	general history	39	2	4	
	historic buildings	10	3	6	
	historic sites	4		3	
	historic districts	1		3	
	great political leaders	11	8	3	

DESTINATION 2040						
Vital Question 5						
Legacy/History						
	Comments	Frequency	Youth	Web		
	history of horse racing	3				
	history of slavery	4	6	1		
other						
	the arts	5				
	diverse culture	2				
	cultural opportunities	2				

DESTINATION 2040						
Vital Question 6						
Vision/Future						
Human Needs		Comments		Frequency	Youth	Web
	quality of life					
		a place where people can stay active and healthy	18		5	
		less litter	1		1	
		southern hospitality with northern opportunity	1			
		best medical care	3			
		self esteem as a community	10			
		stronger feel of community and neighborhood	7	3		
		greater support for the elderly	1		1	
		our community responded to the challenges of 21st century	1			
		interconnect organizations to better care for the community	1			
		greater youth involvement in the community	1	2	1	
		universal accessibility	2			
		low crime rate	2	1		
		educated community	4			
	diversity					
		more diversity	9	4	2	
		fewer divisions, more openness to diversity	15	3	1	
	equity					
		inclusion of all people	38	4	7	
		more affordable housing	3			
		that the community takes care of its own	6		1	
	activities					
		scenic bike and walk trails	3		7	
		new entertainment district	3		/	
		bike trails across the state	1			
		night life	4	3	1	
		build a lake				1
		better parks	2	1	1	

DESTINATION 2040						
Vital Question 6						
Vision/Future		Comments	Frequency	Youth	Web	
		build a zoo	1		1	
		more family activities	6	1		
		activities to keep people physically active	4	2		
		professional sport team		1		
		more for teens to do	2	19		
		World Equestrian Games			4	
	education					
		quality education for youth	22	3	4	
		better secondary education	2			
		strengthen UK, make it a top 20 university	7		3	
		increase number of college graduates	1			
		connect the universities to each other and downtown	5			
		keep education affordable	1			
		world class education	10			
		better cooperation with UK	6			
		more arts education		1		
		have a history lesson about Lexington			1	
	other					
		de-criminalize non-violent crimes	1			
		progressive leadership	1		1	
		implement laws on illegal immigrants			1	
		reduce local governments influence on the community			1	
		lower taxes	1			
		Athens of the West again	5			
Physical Growth						
	development					
		sustain building/growth after 2010	2		1	
		rebuild infrastructure	5		1	
		revitalize downtown	38	8	8	
		smart growth	20	1	2	

DESTINATION 2040						
Vital Question 6						
Vision/Future		Comments	Frequency	Youth	Web	
		erase recent development	1		2	
		stop subdivision sprawl	8	2		
		more green space	7		2	
		sustainable development	10	5	1	
		alternative energy sources			1	
		Lexington as the center of Kentucky	1		1	
		infill and redevelopment	6		1	
		stop development	1	1	1	
		big homes			2	
		better Mall			1	
	planning					
		regional cooperation	2		1	
		a model for growth	8	1	4	
		the foresight to plan and implement strategies to grow	25		5	
		realize that growth is good	1	2		
		become the resource for other communities	3			
		green development and sustainability	19	2	4	
		make Lexington more globally conscious			3	
	preservation					
		preserve rural-urban mix	8		1	
		preserve neighborhoods	6		3	
		preservation of historical sites	3			
		preserve the rural landscape	27	6	3	
		greener environment	9	4	1	
	transportation					
		underground monorail	1			
		better mass transit	8		3	
		shuttle bus downtown			1	
		better roads	1		1	
		larger airport	2			

DESTINATION 2040						
Vital Question 6						
Vision/Future		Comments	Frequency	Youth	Web	
		limit households to one car	1			
		rail links to eastern Ky, Cinci, Louisville	1			
		more walking and bike paths	4			
Economic Expansion						
		retain our youth	9		1	
		a sustainable city	1		1	
		more and better job opportunities	27	5	4	
		build on the horse industry	10	2	2	
		high-tech industry	5	1	1	
		a leader in a marketable industry, such as scientific research	1			
		increased tourism	2	3	2	
		medical research	1			
		a regional center	3			
		agricultural innovation	1			
		a great creative class	1			
		keep out casinos	2			
		get casinos			2	
		a new mall			1	
		local integrated food economy	3			
		Coldstream Research Park	1			
Cultural Creativity						
		increased cultural activities	19		4	
		greater role for the arts	18	2	4	
		celebration of strengths	3			
		new performance spaces	2			
		Athens of the West	3			

DESTINATION 2040					
Vital Question 7					
Great idea		Comments		Frequency	Youth
Human Needs					Web
	quality of life				
		better health care		3	1
		enforce litter and pollution laws		1	3
		affordable health insurance		1	
		better communication with citizens		3	1
		strengthen neighborhoods		3	
		safe community		3	4
		remain unique			1
		volunteerism campaign		1	
	equity				
		more affordable housing		6	6
		equity in quality of life and opportunity for everyone		22	7
		greater accessibility for people with disabilities		4	
	education				
		a network of school and community gardens		1	
		better schools		23	6
		equal educational opportunities		7	2
		service learning opportunities		2	
		local loan programs for higher education			1
		collaboration with government		3	1
		pre-school for all 4-year olds		1	
	activities				
		major sports team and stadium		2	1
		large athletic complex		3	
		more YMCAs		1	
		more activities for young people		10	16
		more community-wide activities		4	
		dedicated parks and recreation tax		1	
		community recreation areas		3	1

DESTINATION 2040					
Vital Question 7					
Great idea					
		Comments	Frequency	Youth	Web
		more activities for families	4		
		better information for incoming students	1		
		more equine-related opportunities	1		
		build more attractions	2	6	
		have a zoo	2		
		man-made beach		1	
other					
		less government	1		
		responsible government	2		
		smaller Council	1		
		more service orientation	1		
Physical Growth					
	transportation				
		more bike/ped friendly	22	3	6
		commuting system that connects surrounding towns	7		
		expand the airport	4	1	
		enforce the traffic laws			1
		better transportation system	21	3	15
		move the airport to the interstate area			1
		longer runway for airport	1		
		build a monorail	2		1
		get AMTRAK	1		1
	development				
		a growth strategy that utilizes our assets	22	2	3
		stricter codes and guidelines for development	1		4
		preserve the rural landscape	18	4	2
		controlled growth	7		2
		infill and redevelopment	15	3	5
		houses designed for aging in place	1		
		balanced growth	9	1	

DESTINATION 2040					
Vital Question 7					
Great idea					
	Comments	Frequency	Youth	Web	
	smart growth	7	1	2	
	green growth and sustainability	26	6	9	
	new neighborhoods in the old community style	4			
	ND-1 for Chevy Chase	1			
	adequate infrastructure	7			
	partnership to reach the under-served	1			
	all power poles and utilities underground			1	
	more public spaces	2			
	connect downtown and UK	4			
	revitalize the northside	1			
	interstate through downtown		1		
planning					
	regional cooperation and planning	9		1	
	partnerships to move the community forward	11	2		
	better planning	7	1	3	
	one master plan	12		1	
	broad inclusion in planning and decision-making	20	5	5	
	neighborhood planning	1	1		
other	unified bluegrass community growth plan	3			
	mandatory recycling	2			
	plant elms as shade trees		1		
Economic Expansion					
	develop an intellectual economy	5	1		
	support for entrepreneurs	3		2	
	small business subsidies			1	
	attract state government offices	1			
	an animal health economic corridor	1			
	greater use of the universities	1			
	fair wages for all	2			

DESTINATION 2040					
Vital Question 7					
Great idea					
	Comments	Frequency	Youth	Web	
	knowledge-based industries	4	1	2	
	more large corporations	2	2	2	
	build on our assets	12	2	1	
	greater awareness of our healthcare industry	1			
	tourist tax	1			
	no casinos	2			
	support the horse industry	2	2		
	become a regional center	2			
	grow alternative energy	1			
	premanent farmers' market	5			
	more use of locally grown foods	4			
	build on the 2010 games	1			
	cheaper gas		3		
	more malls		1		
Cultural Creativity					
	vibrant downtown	48	12	12	
	arts and entertainment district	14	1	2	
	more arts and cultural programs	17	2	3	
	become an arts and culture capital	8			
	arts district downtown	2		2	